

# Samsung Bromex Master Plan Competition

Goyang, South Korea

## Project Description:

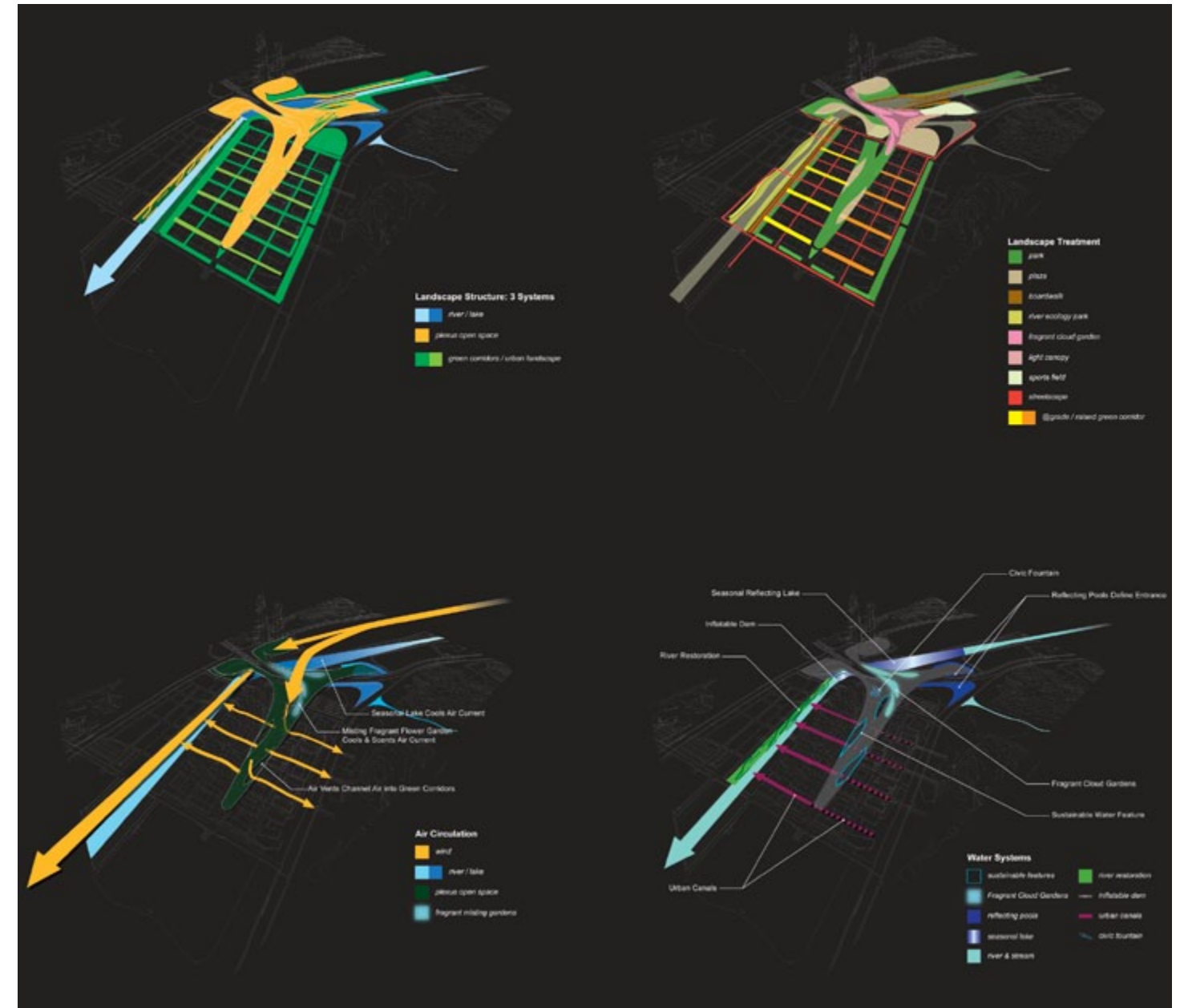
In many ways connections define quality of life; connections between people, places, and natural features not only enrich our lives, but are also the basic building block of our brain, our society and our happiness. The Bromex site, with its convenient connections to Seoul and Goyang and adjacent Chang-Reung River and mountains has a rich assortment of potential links to both ecology and industry. The site's parcels also suffer from disconnection; they are split by both the river and a busy road presenting a real challenge to connecting the pieces and creating a singular identity. We think that the landscape of the 21st century can both solve this problem and make these important linkages that together will give the project a unique identity and an offer a high quality of life.

We propose the landscape concept of the Plexus to achieve this rich set of connections and define the site's identity and quality of life. In neurobiology, a Plexus is a critical collection of neurons that coordinate and guide complex systems in the body. We feel that that the complexity of the parcel distribution and the opportunities for connections requires

a robust and singular landscape framework. What differentiates the Plexus from other linkage systems is that it not only connects people to program, development, and nature, but that the connective tissue itself becomes the core open-space and identity of the project.

The concept of Plexus represents the new trajectory of landscape architecture in the 21st century. Landscape is no longer tethered to the ground; it is a system that is integrated in and on top of buildings or can fly over roads to make critical connections (and occupy air space). It is seen as dynamic, high performance medium that operates systematically at many different scales and with many cultural, energy, and ecological benefits. The landscape of the Bromex Plexus realizes the new potential of landscape in the best possible way: its innovative ecological and sustainable performance features work in perfect harmony with creating a rich lifestyle and environment to foster innovation and enterprise.

*\* A confluence of connections becomes a powerful and efficient landscape.*



**Owner:**  
City of Samsung  
**Client:**  
DRD-Studio  
**SWA Project Team:**  
Gerdo Aquino, Alex Robinson, Gary Garcia  
**Project Type:**  
Mixed Use/Urban Design

**Scope of Work:**  
Landscape Design Services  
**Project Size**  
Site: 40 Hectares  
Landscape: 20 Hectares  
Building(s): 20 Hectares  
**Date Begun:**  
Design: April 2009  
Construction: N/A  
**Date of Completion (Est.)**  
Design: June 2009 (Final Presentation in Korea)  
Construction: N/A

